

Doing less but doing it better is key

It could be time to step off the treadmill to reflect on your efforts

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The first recorded use of the term "information overload" was by Alvin Toffler in 1970 to predict the ever-increasing amount of information that, despite being created to assist people, would eventually cause distress.

It's astounding to think, then, that in doing more, we could achieve more. If I look at the average working executive, I am not sure that doing more is a solution.

"What then?" becomes the obvious question as decreasing organisational effectiveness and growth is certainly not an option.

The art of "being" draws on ontology and is being effectively applied in organisations through ontological coaching along with other methodologies within the coaching framework to attain maximum results.



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In essence, when we cannot do more, we are forced to examine our state of being. This is not some esoteric or philosophical exercise but rather a process of internal examination that unleashes enhanced potential and effectiveness.

Essentially, the process involves the examination of the individual and/or team through the basic

premise of "how I behave – who I am being" is the key to enhanced, results-driven doing.

Both elements leverage each other and one without the other proves ineffective. If too much time is spent doing, we generally end up chasing our tails and if too much time is spent being, nothing happens.

As with most tension-related elements that exist in the organisational sphere, for example trust versus management, neither one functions well without the other.

As many organisations, however, focus primarily on the doing, the focus here is on the being.

So what is this being business? Rather than give you a long explanation, let me pose a few questions:

- What is it you keep doing?
- Is what you've always done, working for you?
- What are your top three priorities for the month, quarter and year?
- Do these top priorities link together?
- Is what you do linked to your top priorities?

● If not, why are they on your to-do list?

● What are your values?
● Do these values correspond to your organisation's values?

● Are your activities – what you've been doing – in accordance with your values?

● Who do you need to be in order to affect your desired change?

In this day and age, it's incredibly easy to get caught up in the doing, with little time and reflection devoted to the being.

This leads to unfortunate and rather unnecessary consequences such as employee and organisational burn-out and lack of focus, the results of which, perpetuate the cycle.

People tipping towards burn-out are more prone to lack of focus. For example, perhaps you're working on a project and suddenly the "you've got mail" icon pops up.

Immediately you cross screens to your e-mail seeing that, among other things, you've been added to a new project committee, your mother wants to know if you'll be joining her for lunch on the week-

end and there's a great new deal on a car.

Forgetting all about your project, you check out the car website and before you know it, half an hour has past and you're no further with the presentation that needs to be finalised.

The same presentation that needs to be presented to exco in order to secure your budget in order to achieve your targets in order to secure your salary in order to buy that same car you've just finished checking out on the internet.

Catch my drift?

Once you move to "being to do", life becomes much simpler as you begin to discern your priorities.

The irony of it all is that with reduced effort, you become more effective. As you become more effective, so does your team. As your team becomes more effective, so does your organisation and before you know it, you're driving your dream car.

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